

Comparisons of Job Characteristics

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Reporters and Correspondents (27-3022)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Reporters and Correspondents (27-3022)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Communications and Media	5.3	20.9	18.4	< Expanded education and/or training may be required
English Language	11.2	20.4	19.5	0 Current knowledge level may be sufficient
History and Archeology	2.6	4.8	3.3	<< Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 91

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Reporters and Correspondents (27-3022)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Writing	9.2	16.9	12.8	<< Extensive development of skills in this area may be required
Active Listening	11.0	16.3	13.3	< A higher skill level may be required
Speaking	10.8	16.2	14.3	< A higher skill level may be required
Reading Comprehension	10.7	15.4	13.2	< A higher skill level may be required
Critical Thinking	10.8	14.1	13.6	0 Current skill level may be sufficient
Social Perceptiveness	9.1	11.4	12.0	0 Current skill level may be sufficient
Time Management	8.9	11.4	11.8	0 Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 96

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Reporters and Correspondents (27-3022)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Oral Comprehension	12.5	16.2	15.6	0	Current ability level may be sufficient
Speech Clarity	10.2	15.4	13.8	<	Some improvement in abilities may be required
Written Comprehension	11.0	15.4	13.6	<	Some improvement in abilities may be required
Written Expression	9.8	15.4	14.0	0	Current ability level may be sufficient
Speech Recognition	9.9	14.4	12.5	<	Some improvement in abilities may be required
Near Vision	11.1	12.6	11.5	0	Current ability level may be sufficient
Originality	7.6	10.8	10.1	0	Current ability level may be sufficient
Fluency of Ideas	7.6	10.0	10.3	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 63

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Reporters and Correspondents (27-3022)

Work Activities	Exclusivity of Activity
Communicate visually or verbally	56
Edit written material	68
Ensure correct grammar, punctuation, or spelling	48
Make presentations	13
Use public speaking techniques	13
Use word processing or desktop publishing software	17

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Reporters and Correspondents (27-3022)

Tools and Technologies	Exclusivity
Computers	1

Content authoring and editing software	1
Data management and query software	1
Development software	4
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.